



SUSTAINABLE FORESTRY INITIATIVE

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SFI® Inc. Revamps Web site

Provides New Tools for Businesses & Consumers Seeking Certified Forest Products

ARLINGTON, VA – In the wake of rapid growth and interest in forest products from certified well-managed forests and responsible sources of supply, the Sustainable Forestry Initiative® Inc. (SFI Inc.) is enhancing its digital presence with the launch of a revamped Web site www.sfiprogram.org.

“We are very excited about launching a more user-friendly Web site to strengthen how we communicate with businesses, consumers, government officials, the media and others,” said SFI Inc. President & CEO Kathy Abusow. “The revamped site will help us share information and build on the increased interest in environmental issues and desire for products from well-managed forests.”

To help consumers and businesses make purchasing decisions, the new Web site boasts a searchable database for finding certified forest products. “Whether buying 2 X 4’s to build a deck, paper for a printer or the packaging your favorite product comes in, this search tool will help you to purchase responsibly and find SFI-certified products,” Abusow said. The new site also provides a clearer explanation of SFI labels, details on critical forestry research sponsored by SFI-certified organizations and partners and a lengthy list of useful links.

The enhanced Web site comes on the heels of tremendous growth in the SFI program. Nearly 600 organizations across the United States and Canada are now involved, more than twice as many as at the start of 2007. In addition, the SFI program accounts for 294 chain-of-custody certifications at 788 locations, 223 program participants, and 150 million acres (60 million hectares) of certified forestland.

About SFI Inc.

SFI Inc. is a 501c(3) non-profit charitable organization, and is solely responsible for maintaining, overseeing and improving the Sustainable Forestry Initiative program (www.sfiprogram.org), which is internationally recognized and among the largest in the world. It is one of the fastest growing forest certification programs with over 150 million acres (60 million hectares) of SFI-certified forests across North America. The SFI Standard also includes unique fiber sourcing requirements that promote responsible forest management on all suppliers’ lands and a chain-of-custody certification which can be used to tell buyers how much certified fiber is in a specific product. The SFI forest standard is endorsed by the Programme for the Endorsement of Forest Certification (www.pefc.org), a global umbrella organization that has strict requirements for endorsement. SFI Inc. is governed by a three chamber board of directors representing environmental, social and economic sectors equally.

For more information about the SFI program, visit www.sfiprogram.org